

MARKETING CONCEPTS

Marketing involves distribution of products and services to the consumer. This event provides recognition for PBL members who possess knowledge of the basic principles of marketing.

COMPETENCIES

The written objective test may include questions on basic marketing including price, product, place, and promotion; marketing concepts and strategies; international marketing; legal and social aspects; and marketing research.

ELIGIBILITY

Each chapter may enter two (2) participants who are members of active local chapters and are on record as having paid dues by **March 1** of the current school year.

Members who are, or have been, enrolled in a graduate program as of December 1 of the current school year are not eligible to participate in the competitive events program.

REGULATIONS

1. An entry form must be mailed to the state office postmarked no later than the designated deadline.
2. Participants must be selected in accordance with the regulations of the state chapter and the national association.
3. Participants must not have entered this event at a previous State Leadership Conference.
4. Participants failing to report on time for the event may be **DISQUALIFIED**.
5. Participants must adhere to the dress code established by the Board of Directors or they will not be permitted to participate in the competitive event.

PROCEDURES

- ↳ A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES.
- ↳ Participants must bring their own No. 2 pencils and erasers; they may use their own non-graphing calculators.

JUDGING

Tests will be machine graded. Ties will be broken based in the order in which the tests were returned.

AWARDS

A plaque is presented to the first place winner. Certificates are given to winners of second through fifth places.

PARTICIPATION AT NATIONAL

The participants winning first and second place in this event are eligible to represent the state chapter at the National Leadership Conference.